



Bill Roth

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TO: Dave Wilmesher
Don Fitzgerald

Per your request, the following outlines our plans for utilization of the additional General Admission tickets secured for the two Nascar events in Pocono this summer.

One of the two races will be dedicated to building business in the Orloski's chain. This program was developed by Jim McLean. It is fairly aggressive for our current level of Partnership with this account, but we feel that this will truly be a Point of Difference promotion and if accepted will be a nice score.

The other Race will be divided amongst the Tobacco Outlets throughout the PA. marketplace, and will be a collaboration between McLean, Zecca, & 1622 SR's.

I feel that both programs will have significant impact on the marketplace and am looking forward to tracking positive results.

If you have any questions, don't hesitate to call.

Sincerely,

Bill Roth

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cc: RBM Fray Natale

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